

731
PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

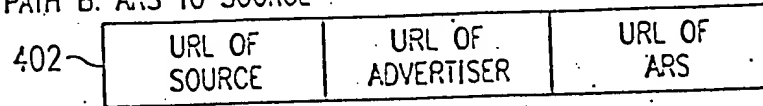


FIG. 4b

PATH C: SOURCE TO ADVERTISER

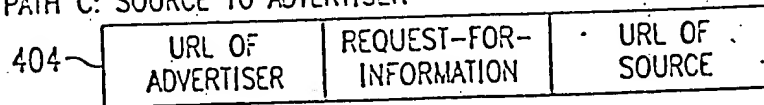


FIG. 4c

PATH D: ADVERTISER TO SOURCE

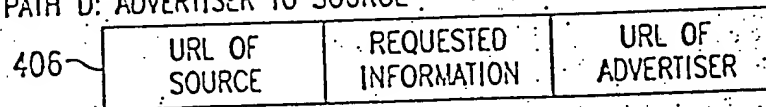


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

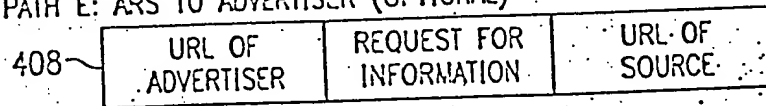


FIG. 4e

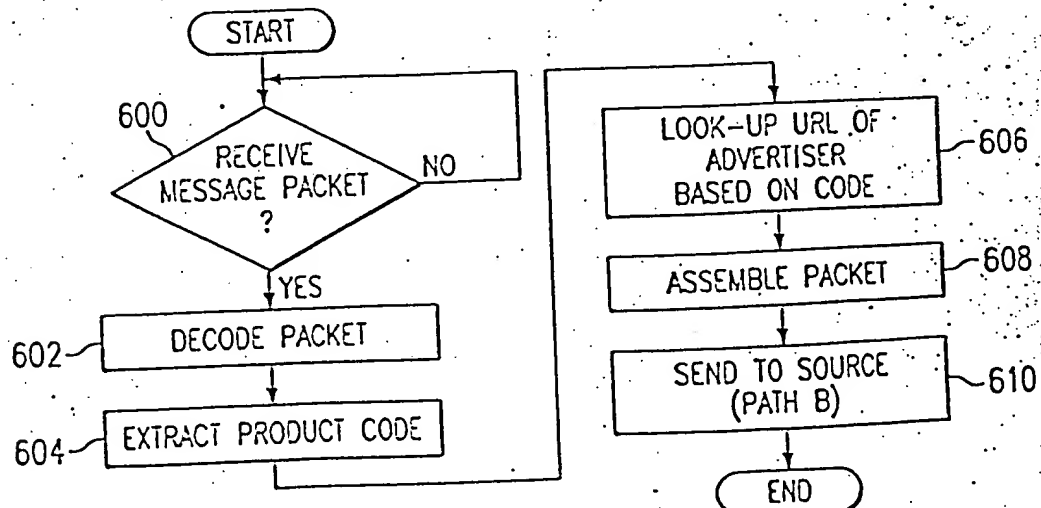


FIG. 6

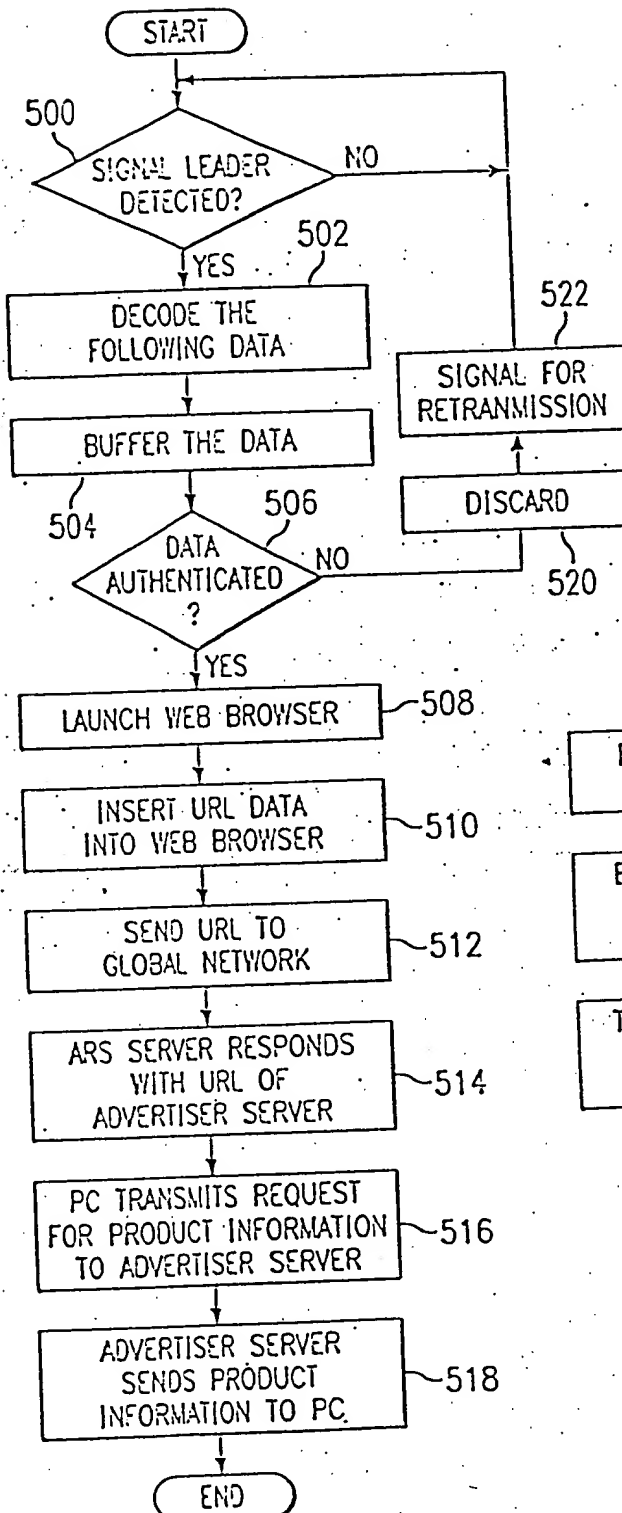


FIG. 5

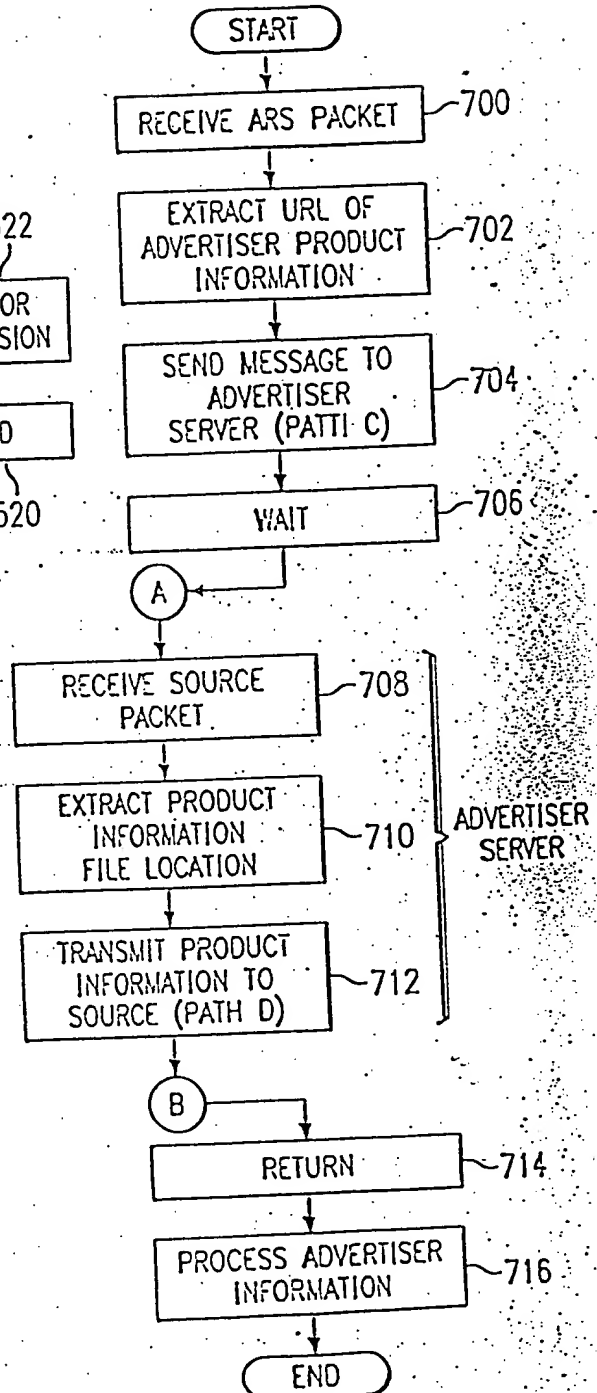


FIG. 7

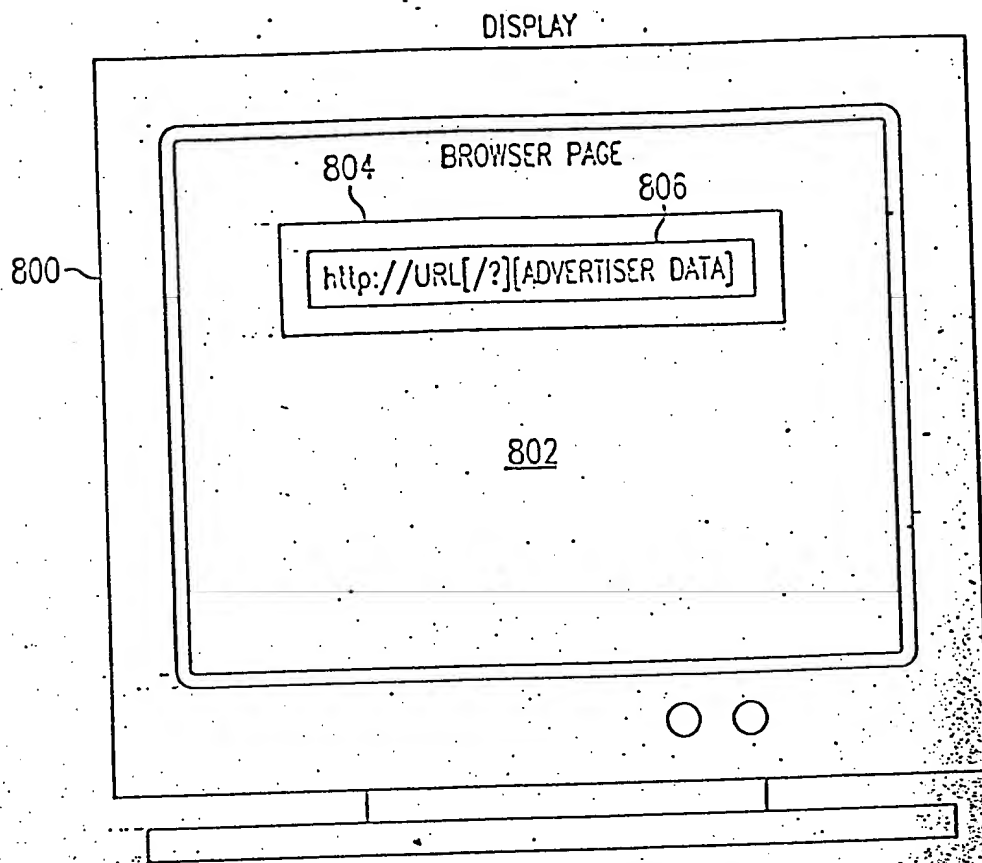


FIG. 8

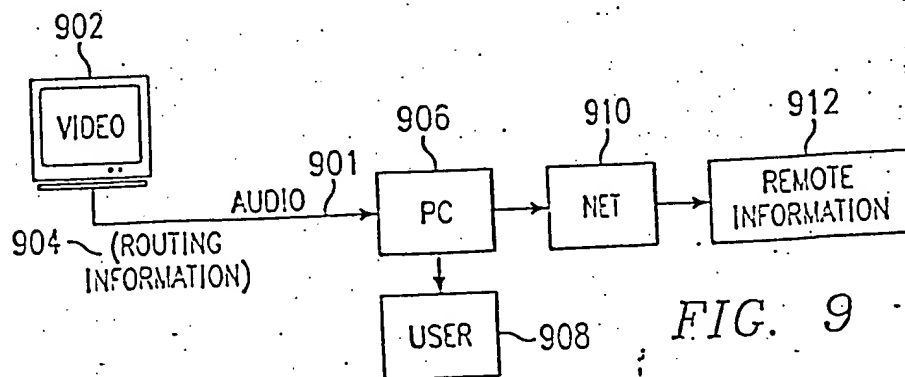
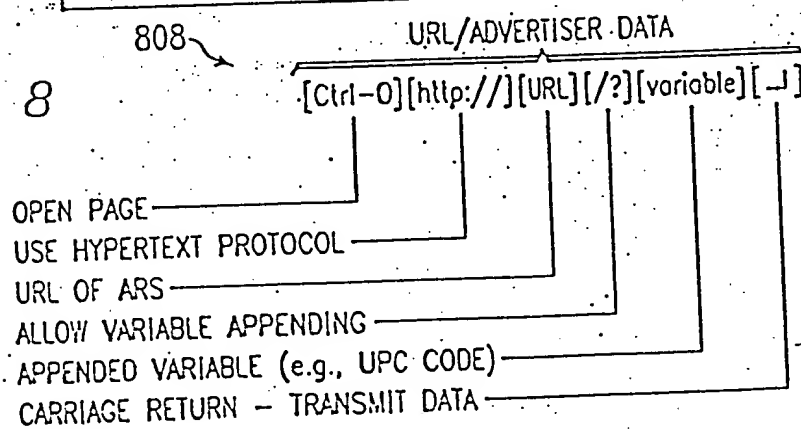
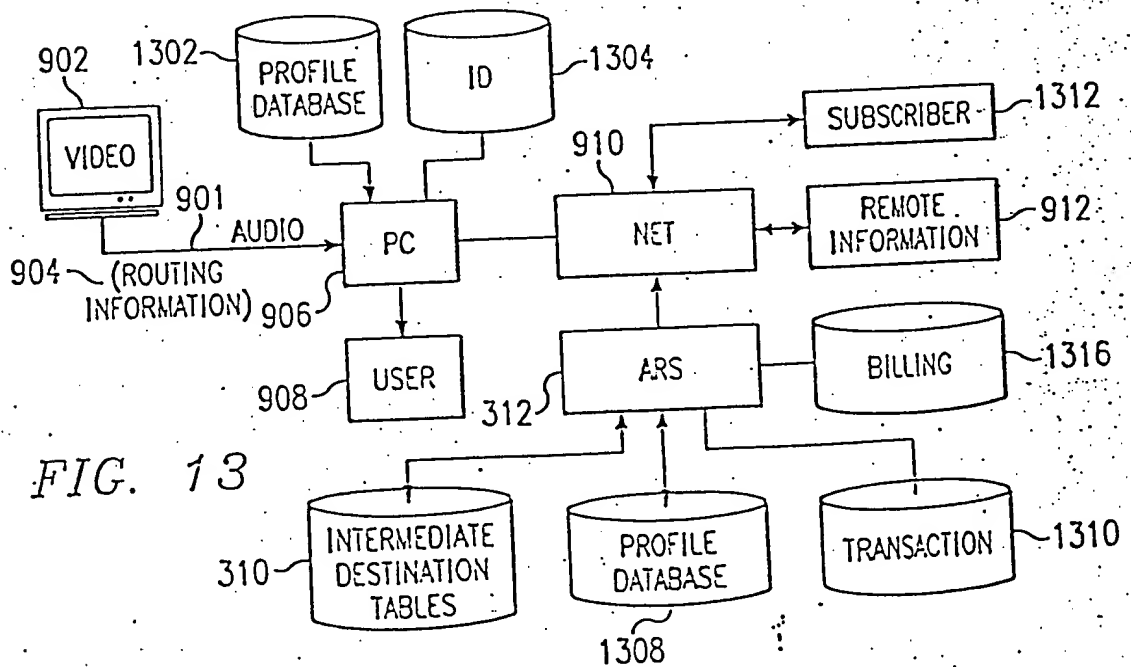
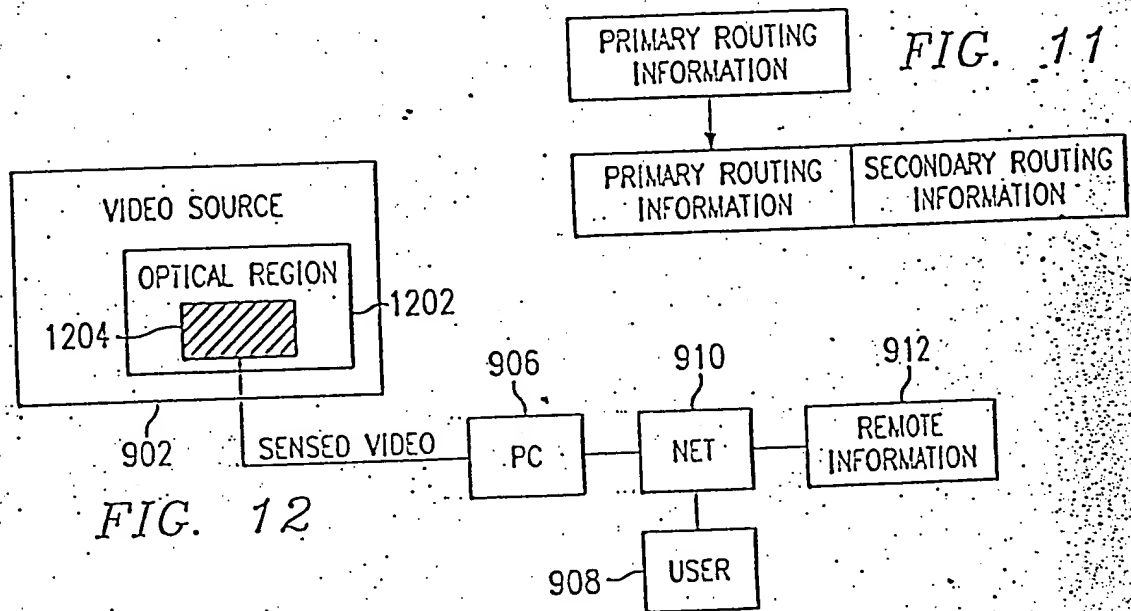
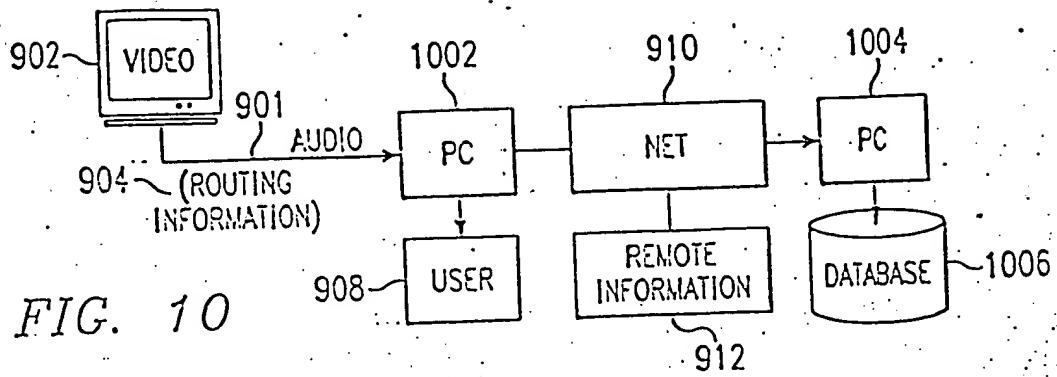


FIG. 9



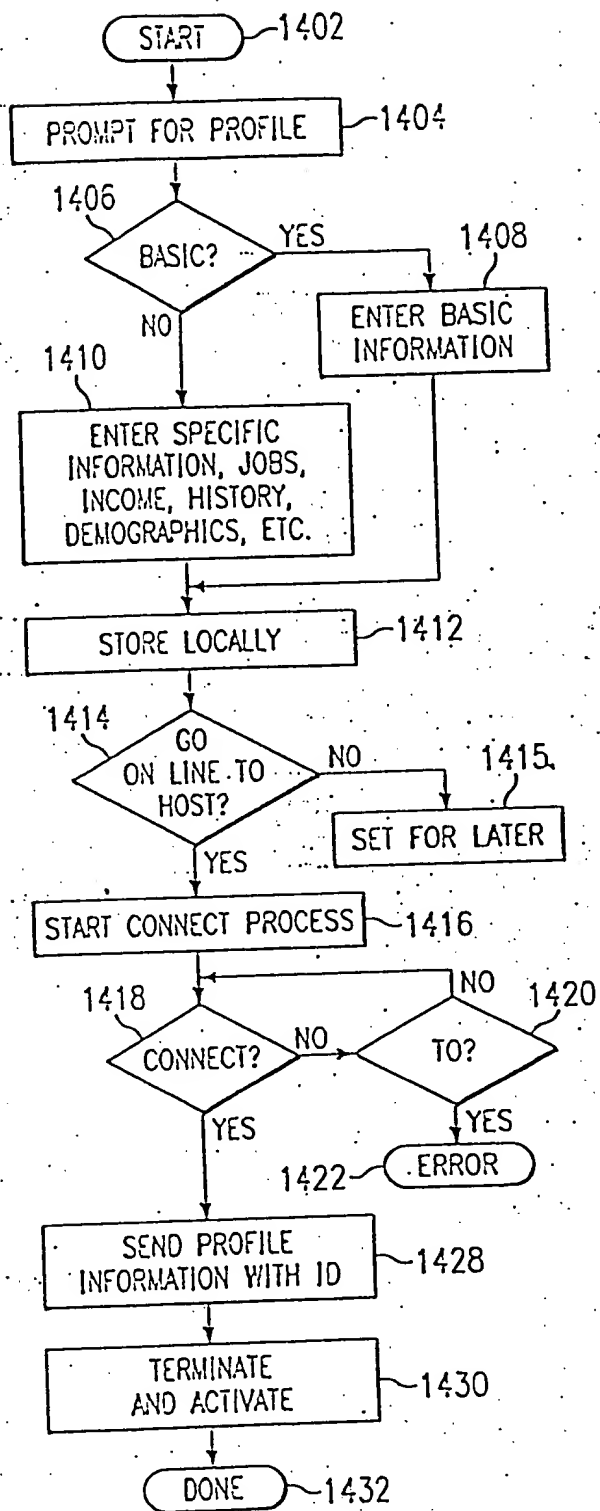


FIG. 14

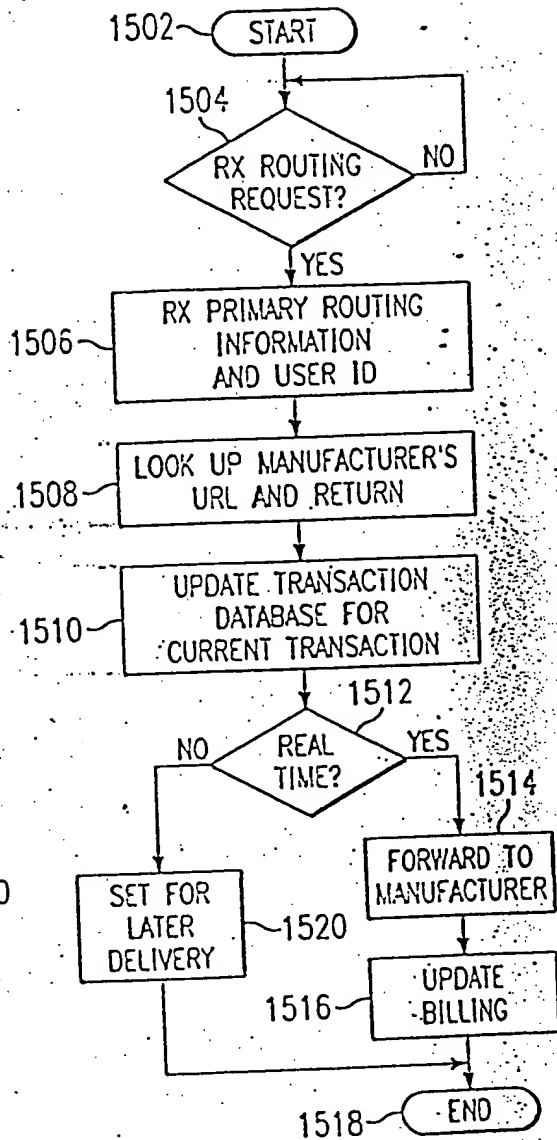


FIG. 15

PALY-24, 737
734

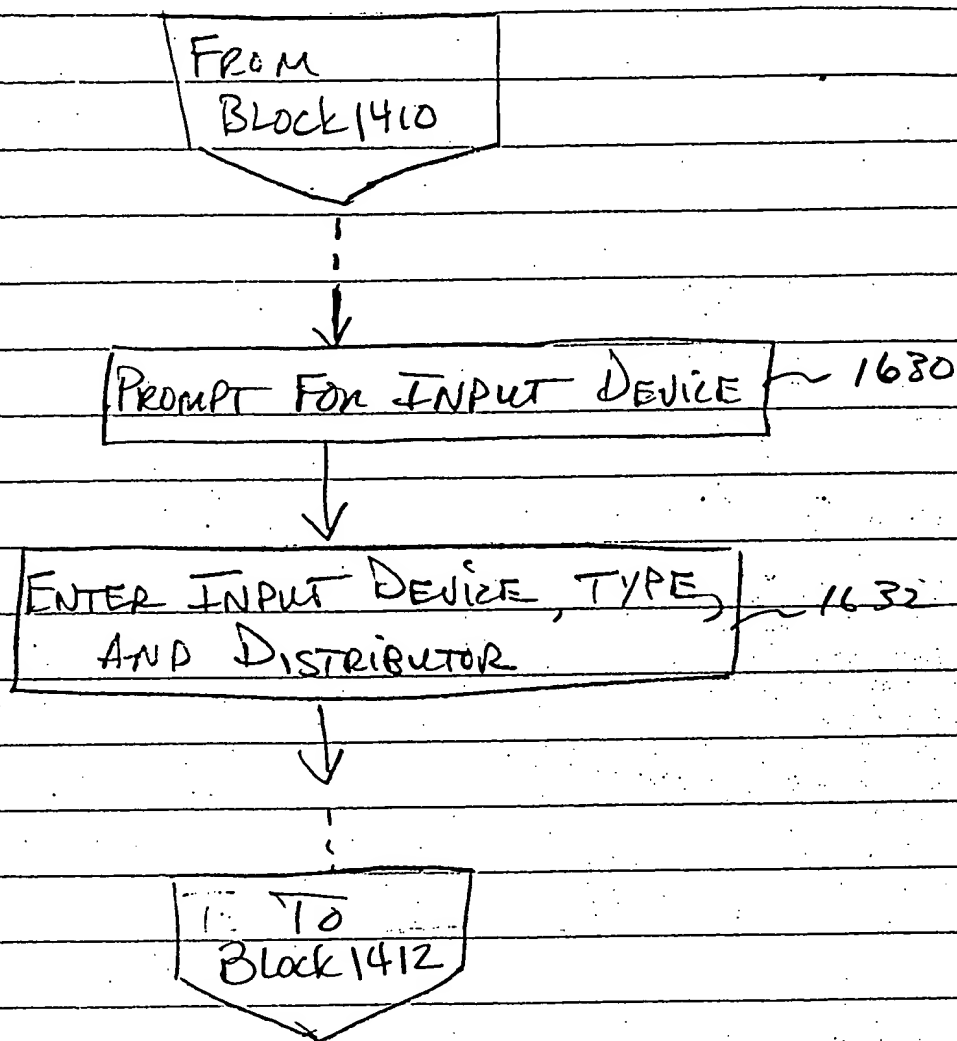


FIG. 16a

739
734

FIG. 16

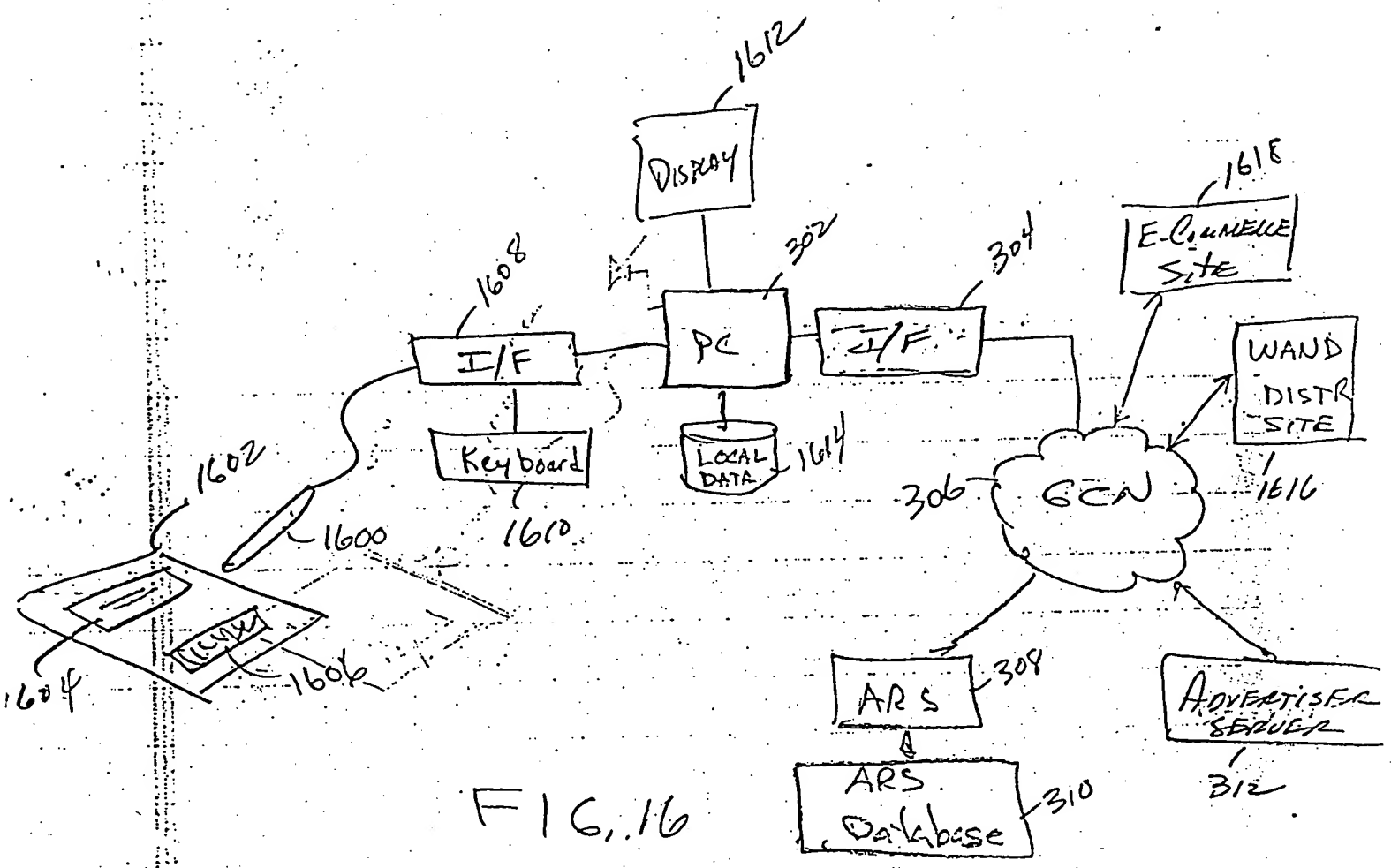


FIG. 16

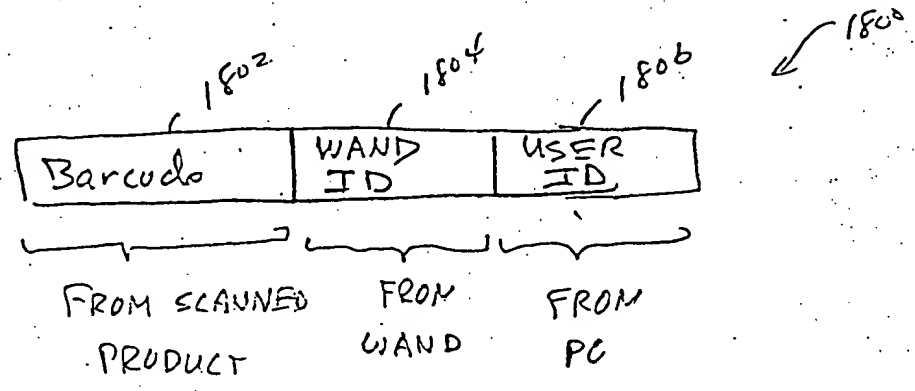
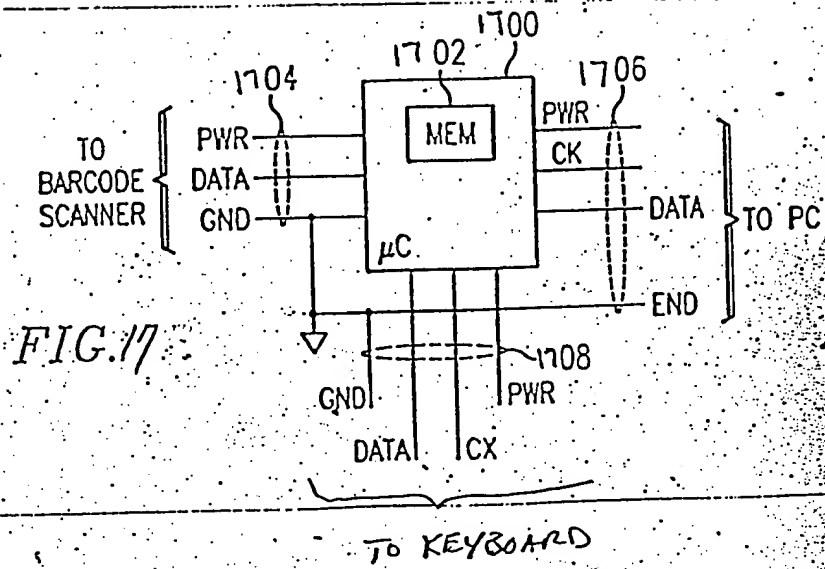


FIG. 18

1101-11, 627
734



737
734

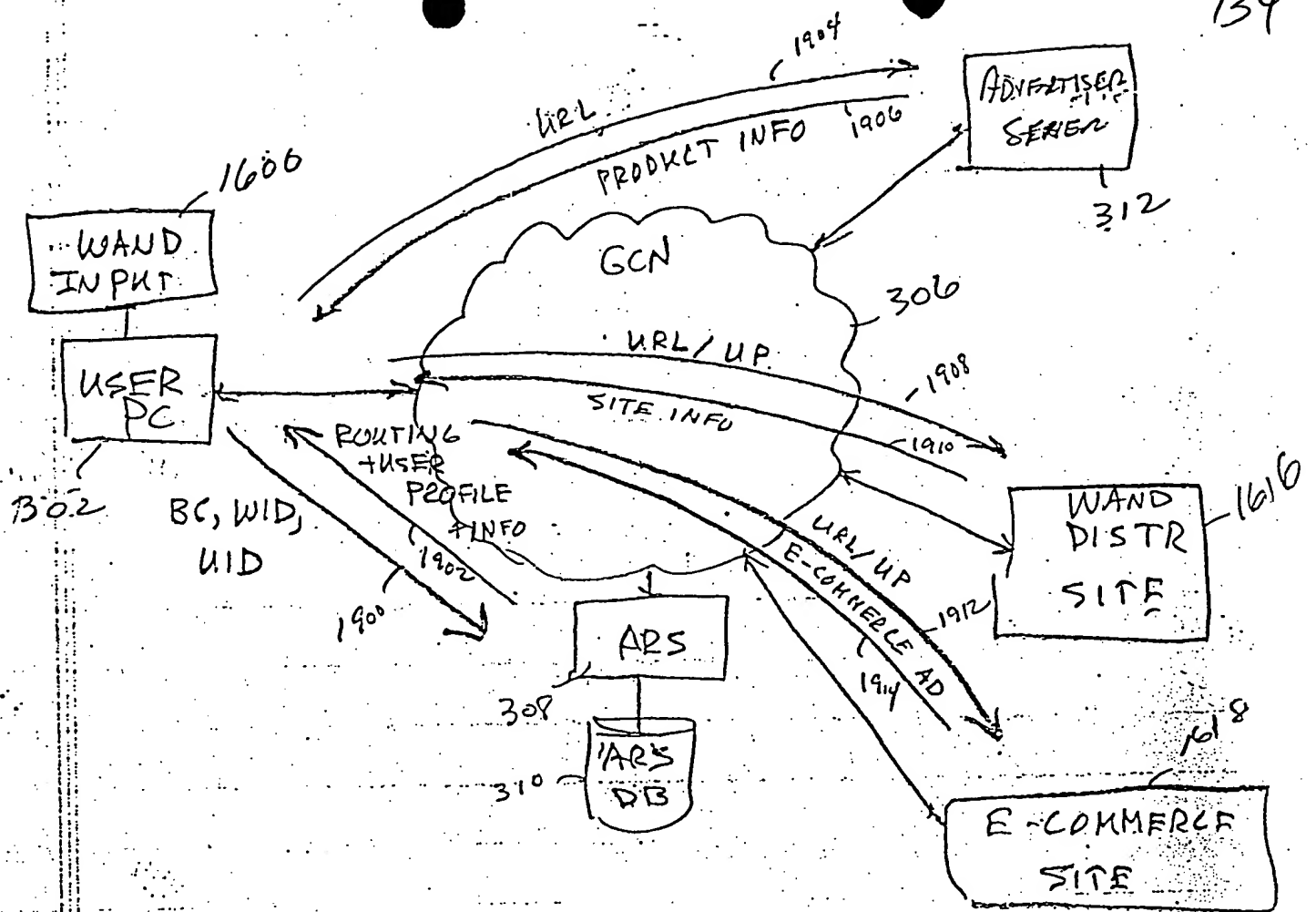


FIG. 19

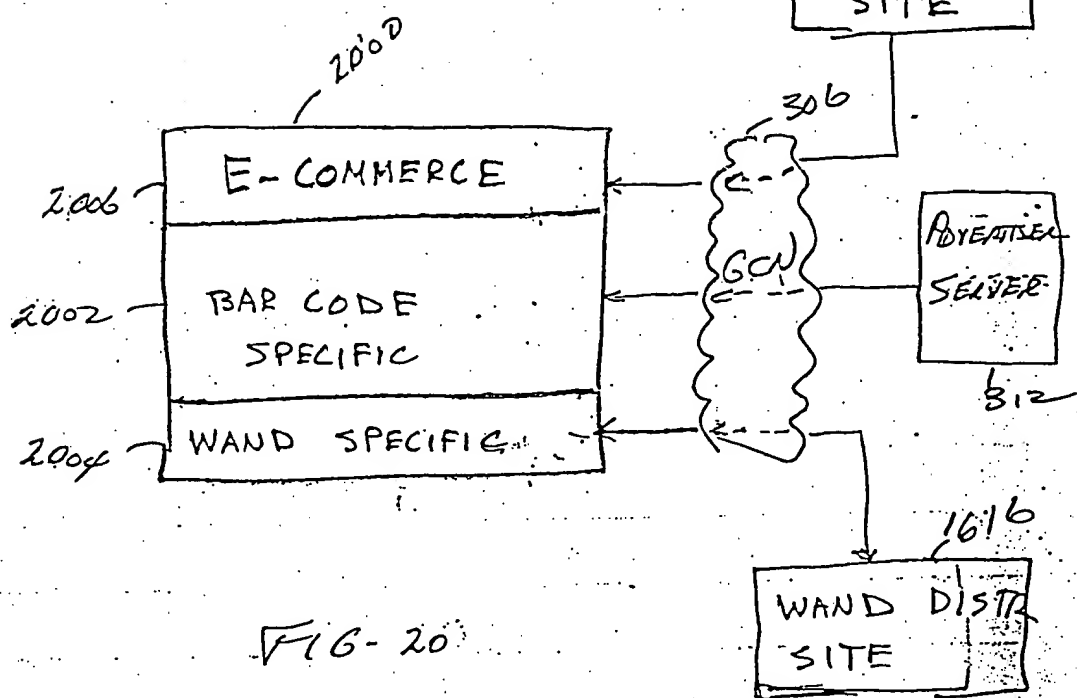


FIG-20

2102

2104

2106

2108

2100

PRODUCT		WAND		USER	E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO

ARS DATABASE

FIG-21

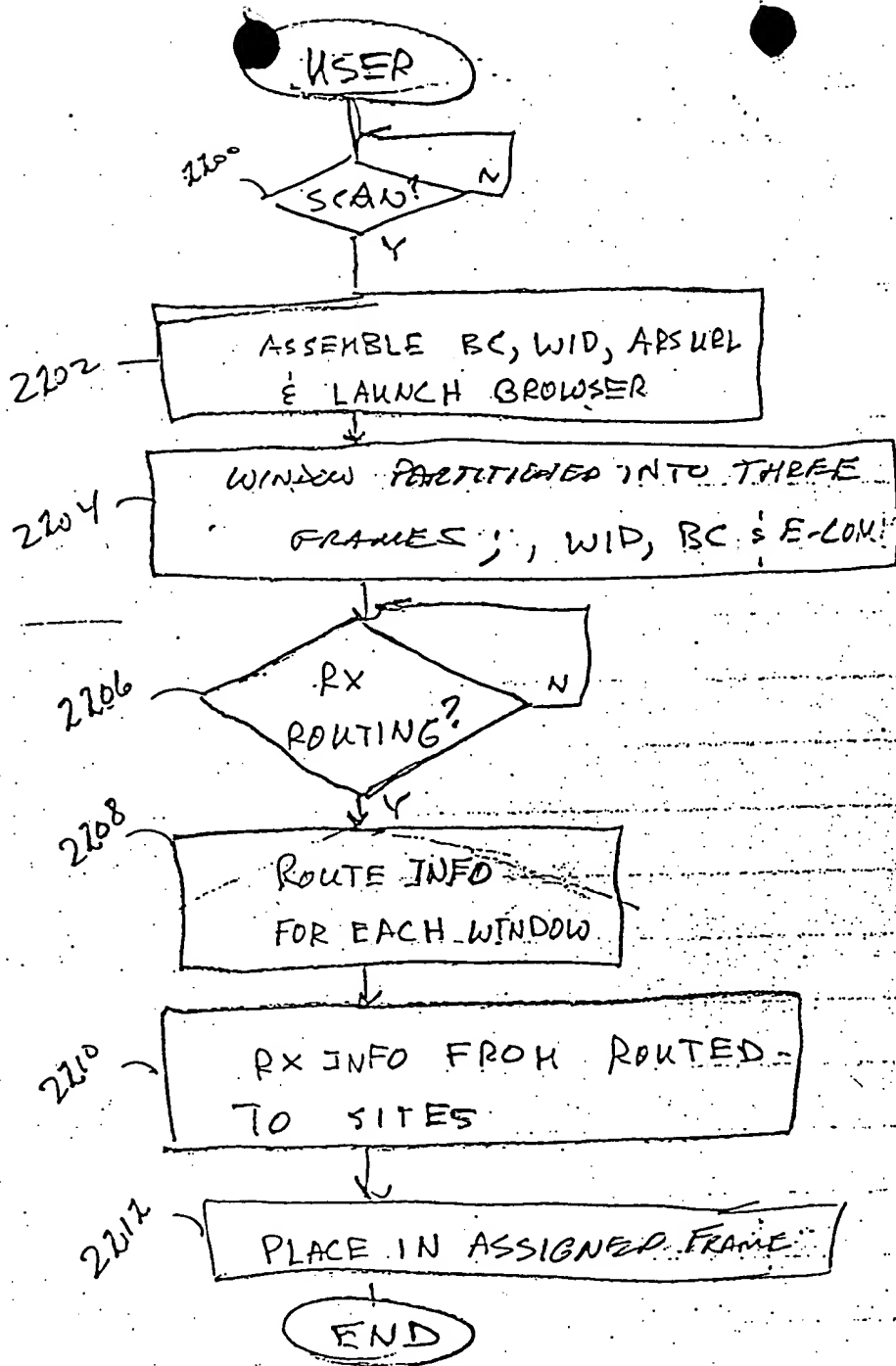


FIG-22

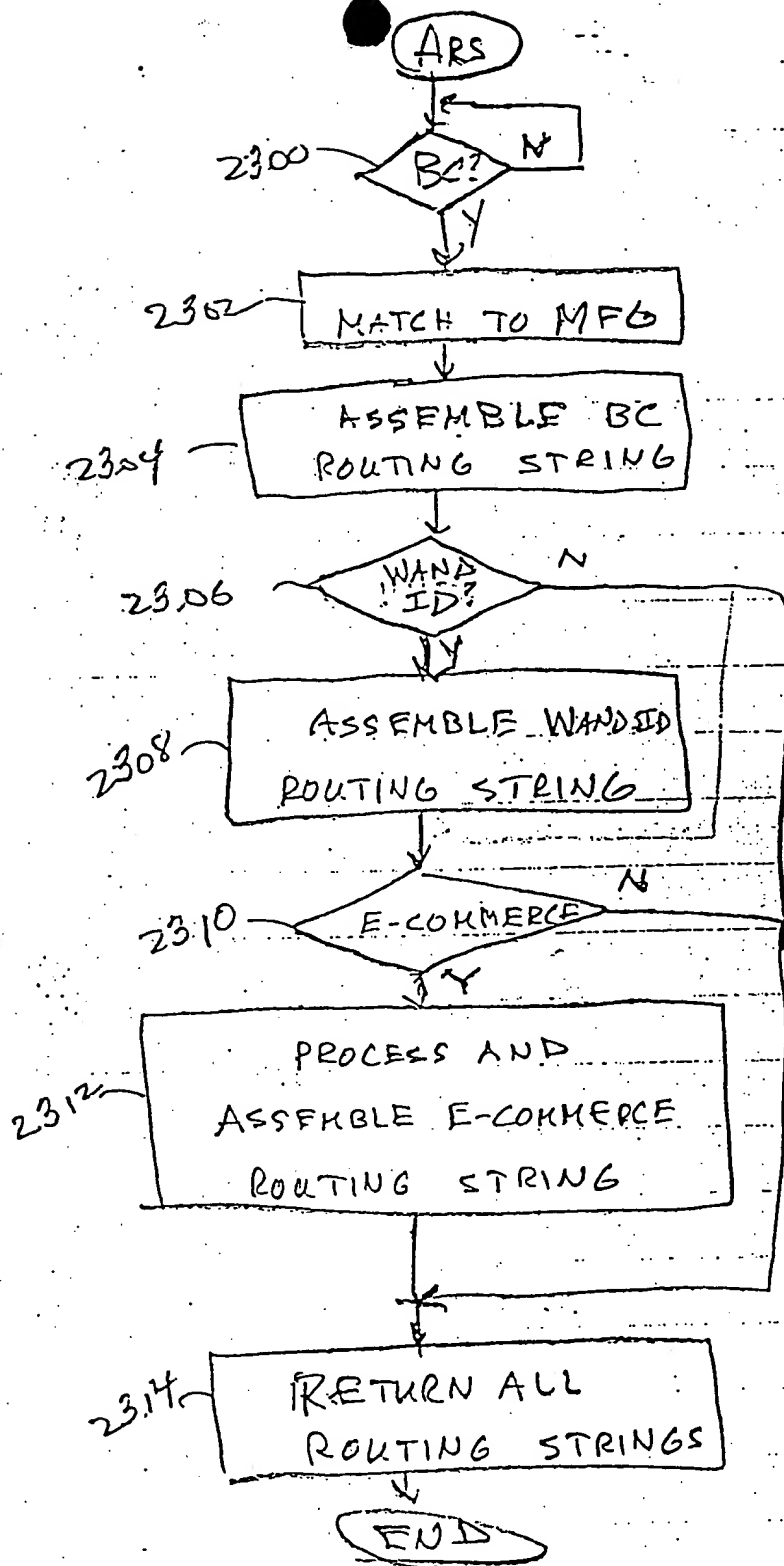


FIG. 23

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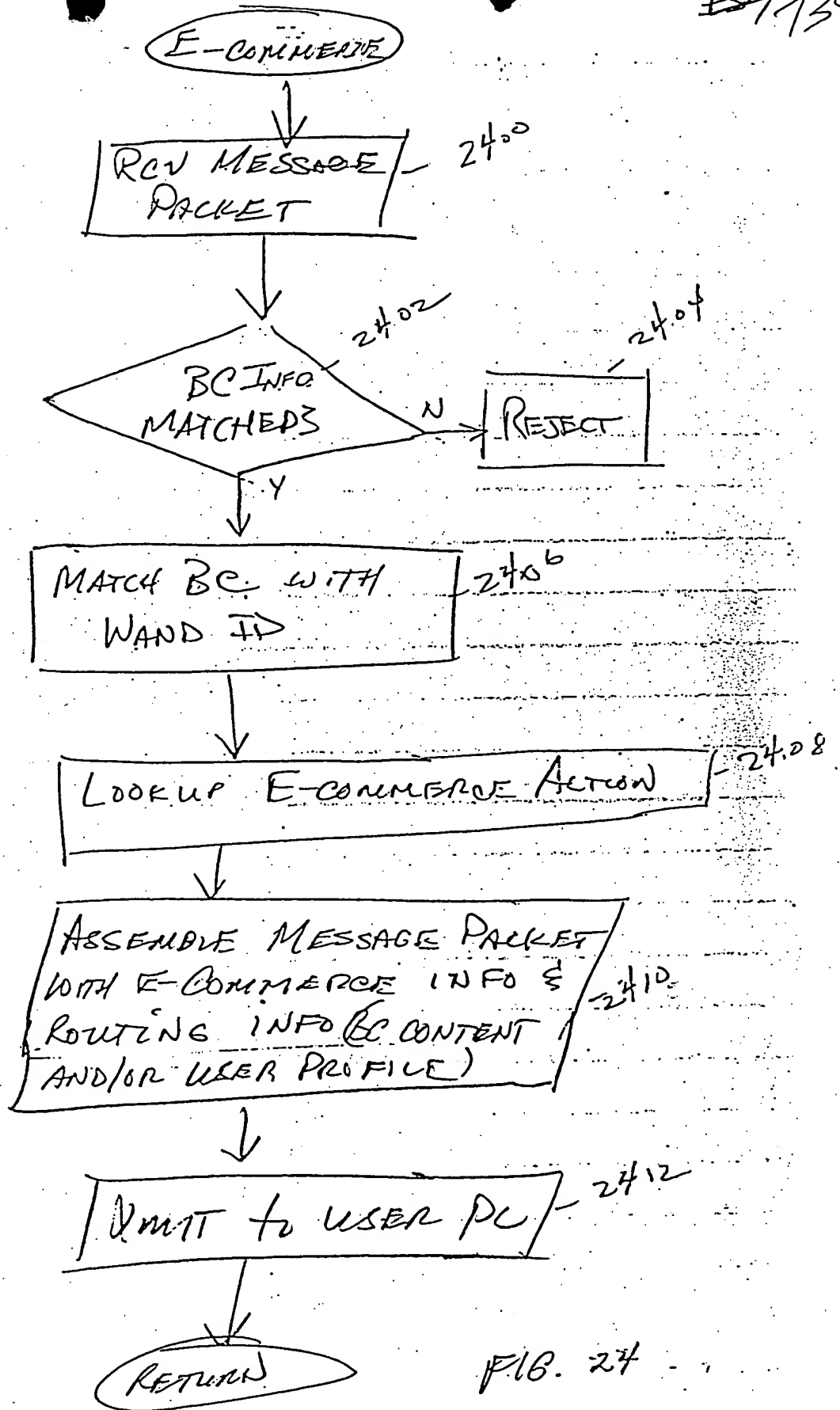


FIG. 24